
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: MATZ, *et al.*

Group Art Unit:3688

Application No. 10/017,111

Examiner: ALVAREZ, Raquel

Filed: December 14, 2001

Attorney Docket: 01372

Title: Method and System for Targeted Incentives

**37 C.F.R. § 1.111 RESPONSE TO
AUGUST 20, 2010 OFFICE ACTION**

Commissioner for Patents:

The Assignee respectfully requests reconsideration and entry of the following remarks in response to the office action mailed August 20, 2010. The Assignee respectfully submits that the pending claims already distinguish over the cited documents.